

NICHOLAS C. ZEDLAR

Writer, Editor, Graphic Artist and UX Designer

A proven creative with over 20 years' experience in writing, editing and creating quality content for print, video games, greeting cards, presentations and other new media, mostly in the corporate context.

- Business communications and collateral, such as posters, handbills, business cards, letterhead
- Graphic and visual design, including logos, branding, ads, blogs, ecommerce, SEO
- Usability studies and usability research (tests, surveys, personas, heuristics, interviews, metrics)
- Style guides and design standards, help documentation, knowledge base articles
- Graphical user interfaces for desktops, mobile devices, kiosks
- Proof-of-concept sketches, user flows, wireframes, mockups, prototypes
- Song lyrics, prose and poetry, especially limericks
- Film and sketch scripts, episodic television teleplays
- Creative direction, project oversight
- **Tools:** WordPress, Photoshop, Illustrator, Axure, MS Office + Visio, Dreamweaver, Agile/Lean
- Currently learning Adobe Premiere Pro and Avid Media Composer

Current Employment

March, 2015 – Present

Verse Contributor at Avanti Press, Inc. of Detroit, Michigan (remote)

Founded in 1980, Avanti creates and sells quirky and fun greeting cards via retail outlets throughout the U.S., Canada, the UK and abroad. It employs 45 and generates an estimated \$13.3 million annually.

- Write humorous copy for dozens of greeting cards each month.
- **Tools:** MS Office

October, 2008 – October, 2012

Comedy Writer / Graphic Artist at Sketchworks in Scottdale, Georgia

Boasting "industrial strength comedy," Sketchworks was established in 2001 as greater Atlanta's original, cutting-edge sketch comedy troupe that features some of the region's top working professionals.

- Write sketch comedy scripts and produce show posters and graphics for in-show use.
- **Tools:** Photoshop, MS Office, Final Draft

February, 2003 – Present

Editor-in-Chief at Sinimuna Corporation in Atlanta, Georgia

Sinimuna provides the full spectrum UX design and corporate communications services to clients, such as the Centers for Disease Control and Prevention (public health), the U.S. Air Force (military), Polycom and Philips (electronics), Cox Communications (telecom) and Big Picture Casting (talent casting).

- Provide creative direction and design expertise.
- Produce graphics, branding and marketing materials: ads, brochures, logos, letterhead, business cards, press releases, business plans and annual reports.
- Write, proofread and edit help systems and documentation.
- **Tools:** WordPress, Photoshop, Illustrator, MS Office + Visio, Dreamweaver and Acrobat

Former Employment

- **Senior IT UX Designer** at Gulfstream Aerospace – **CONTRACT**
- **Lead UX Designer** at State Farm – **CONTRACT** and Macy's Technology
- **Senior Information Architect Supervisor** at United Parcel Service
- **UI Designer** at AT&T Mobility and DataScan Technologies – **CONTRACT**
- **Information Architect** at Coca-Cola – **CONTRACT**
- **UI Designer** at McKesson and Deloitte | **Web Content Developer** at Delta Air Lines – **CONTRACT**
- **Communications/IT Specialist** for Various Clients
- **UX Director** at Sinimuna Corporation
- **Web Content Manager** at SunTrust Bank – **CONTRACT**
- **Web Developer** at BellSouth Business – **CONTRACT**, STORIS Management Systems and OnLoan.com
- **Lecturer** at the University of Tampere
- **Writer/Editor/Researcher** for Interactive Magic – **CONTRACT**

Current Writing Projects

- **Poetry** – a collection of original limericks, song lyrics and haikus, many saucy, covering a variety of themes from historical figures, technology, and sex to politics, holidays and colorful characters.
- **Screenplay** – a horror story about a malevolent water fey from Finnish folklore that traumatizes generations of a family with visions of the creature's life experiences, including grisly kills.
- **Screenplay** – two aliens sent to collect Earth life fall in love, making them enemies of their respective overbearing, xenophobic governments, which both dispatch assassination squads.
- **Novel** – a high-concept SF tale of the politics, intrigue, repression and revolution around the interstellar FTL network and the races that share imperial power by maintaining a tech monopoly.
- **TV Treatment** – Drama about an intensive group therapy program at a Georgia facility, where the lines between caregiver and patient blur and the sometimes-shocking consequences of choices are shown.
- **TV Treatment** – Comedy about a homophobic media mogul's attempts to sabotage a manly outdoor sports-themed TV show hosted by two over-the-top gay men, that inexplicably becomes a mega-hit.

Education

- **Master of Social Science** in International Relations, University of Tampere.
- **Fulbright Scholar**, Researcher, Tampere Peace Research Institute.
- **Bachelor of Arts**, Global Affairs, University of Pittsburgh.
- **Radio Broadcasting and Finnish Language Studies**, Lahti Folk College.

Contact

Atlanta, GA local time: **U.S. Eastern (UTC-5)**.

- **Email:** nick.zedlar@gmail.com
- **Phone:** 404-729-0334
- **LinkedIn:** <http://www.linkedin.com/in/nickzedlar>
- **Skype:** nicholaszedlar
- **Portfolio:** <http://www.sinimuna.com/>